

PHILIP MORRIS INCORPORATED

INTER-OFFICE CORRESPONDENCE

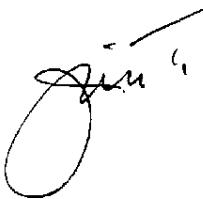
120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Bob Roper
FROM: Jim Thompson
SUBJECT:

DATE: April 21, 1986

Now that P.M. Magazine is soliciting advertising, (see attached), shouldn't we get to Guy Smith and get rid of the fourth cover cigarette ad that has white space beneath?

There is now too much visibility on this to ignore.



JLT/mcf

cc: C. Beck

2040938553